



# Frequency caps

## Overview

We know one key component of campaign effectiveness is optimal frequency: delivering enough impressions, enough times to drive impact. That's why we are introducing frequency caps for ads on Twitter globally. Whether its brand lift or offline sales impact, frequency caps allow advertisers to optimize campaigns to deliver business outcomes through better control over impression delivery & target audience reach over extended periods of time.

From our research, we've found that the weekly frequency of exposure has a strong effect on driving upper-funnel brand metrics. Up to 80% of the overall potential impact on Ad Recall and Brand Awareness occurs within the first 2 exposures per week of a campaign, highlighting the importance of frequency management.

## Key Product Benefits



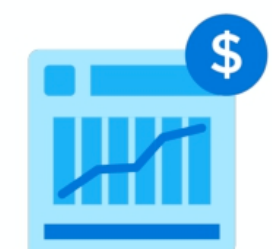
### More control over ad delivery

Frequency caps allow you to control how many times a user sees your ad throughout the campaign duration.



### Maximize audience reach

Frequency caps allows you to maximize reach by redistributing impressions to new users



### Enhanced campaign outcomes

Frequency caps give you more control over your media delivery so you can further optimize for the outcomes that matter most.

## Details

### Implementation

You can set a limit to the number of impressions seen per user per Ad group on a 24 hour, 7 day, or 30 day basis. *(Example: Up to 2 impressions every 7 days.)*

Frequency Caps are set at the Ad group level from the Campaign Form, Ads Editor or via the Ads API.

### Supported Objectives

Reach, Video Views, Pre-roll Views, Engagements

For more information, please contact your Twitter Client Partner.